



BIAS MATTERS

WELCOME TO YOUR MARCH COMMITTEE UPDATE

Welcome to our regular quarterly update designed to keep you up to date with our activities.

Hopefully you also recently received our **'Save the date and join the team' email** which we sent to you on the 6th March 2026 confirming that our next AGM will be held on the 15th July 2026. This follows a decision by the Executive Committee to align our annual AGM to the football season as opposed to the calendar year. Previously our AGM's have been held in November each year.

Our 'Save the date and join the team' email also provided an opportunity for you to join our Executive Committee, so please take a few minutes to consider if you would like to join a group of passionate Bees fans who want to give something back to Brentford supporters.

If you have not received our 'Save the date and join the team' email, please let us know at membership@bias.org.uk (add link)

Please also look out for our 'refer a friend' initiative which will be launched shortly and have the chance to win a signed first team shirt.

Your BIAS Executive Committee members continue to work on your behalf with the Club and other organisations to improve your match day experience both at home and away.

Here are some of the things we have been working on since our last Newsletter

1. Pricing for 2026/27 Season Tickets



The Club announced on the 11th March 2026 that season ticket prices for next season will be increasing by 5% across all categories with the exception of junior prices which will once again be frozen. You can read the Club's full announcement [HERE](#)

Please see below for our formal response to these season ticket price increases.

'BIAS welcomes the Club's open and inclusive approach to consulting supporters via multiple fan groups on ticket pricing for the 2026-7 season.

BIAS stance was guided by your feedback gathered via our members survey in 2025. Through the consultation process we listened to the club's initial proposals, and then made the case to the Club for significant moderation in any price increases. That engagement had a real impact — the Club listened and revised their plans accordingly. We are pleased to have played a direct role in achieving a better outcome for supporters.

No supporter welcomes rising costs. But it is important to recognise that Brentford's Season Ticket prices will remain among the lowest in the Premier League, and that the Club has made meaningful concessions: a range of payment options to help spread the cost, a guaranteed return for Season Ticket holders who list unused tickets on the Ticket Exchange, and a full freeze on junior pricing.

We believe the Club has approached this process in good faith, taken supporter feedback on board, and demonstrated a real commitment to keeping football accessible and affordable. That approach is exactly the kind of relationship between club and supporters that BIAS exists to foster'.

We will continue to work constructively with the Club going forward to ensure football remains affordable for everyone who supports Brentford FC.

2. Late advice and unsocial Kick off times



We are aware that there is a growing trend across the Premier League for unsocial kick off times e.g. 8pm and 8:15 midweek fixture slots, as well as late confirmation of fixtures causing rearranged plans and increased travel costs for supporters.

We realise that fans are now expected to be available for multiple possible TV slots, across multiple days without any recognition of the extra cost or disruption that this causes to supporters (both home and away).

As a result, we have been working through the Football Supporters Association (FSA) alongside other Premier League supporter groups to raise these concerns with the Premier League and TV broadcasters. This has led to the FSA sending letters to both Sky and TNT highlighting the issues faced by fans with late fixture changes and certain TV slots which limit public transport options. We will keep you advised how these discussions progress.

3. Away seating for Mixed-TAP's Friends and Family



We have been discussing with the Club the process for supporters who are in different TAP's windows who wish may to sit together at away games. Below is the advice received from the Club in this regard

If you buy a ticket in an early window and want to sit with a friend who qualifies later, simply call the Box Office once the second window opens. Either fan can make the call to purchase the new ticket and request a seat move, provided you are both registered in each other's "Friends and Family" list.

Please note that all moves are subject to availability—popular games fill up fast, so calling as soon as the later window opens is highly recommended, and all requests must be made before tickets are distributed (usually 2–3 days before matchday).

If you are a carer accompanying someone to an away game, or have specific accessibility requirements, the club already has separate processes in place to make sure you're looked after, but if you are unsure, a call to the ticket office should help sort it out.

4. Taking bags into the G-tech stadium



In recent months it had been clear that the club has started enforcing its bag size criteria more strictly. The club has also introduced a new bag drop facility, something we have previously asked for.

We have been working with the club to try to ensure a more flexible fan-friendly policy is in place. This has now resulted in the following guidance for fans:

The Club encourages all fans to leave bags at home if you can.

Only small bags and rucksacks will be permitted into the stadium (small bag guidance: maximum 10L rucksack, with dimensions 34cm by 24cm by 11cm (13.5 by 9.5 by 4.5 inches). All larger bags and suitcases will be directed to the bag drop at the Bees Superstore on Lionel Road South (M4 bypass side). Storage will cost up to £10.

The Club's stewarding staff will make reasonable exceptions for bags that slightly exceed this size, on the basis that if your bag can fit comfortably under a seat without impacting other supporters or blocking access, it will be permitted. All bags will be searched on entry.

The bag policy will be reviewed ahead of the new season, taking into account best practice and incoming crowd safety legislation."

5. FSA VAR Survey for Premier League Supporters – Have your say?



The FSA are conducting a survey relating to VAR and It's not too late to share your views on how you feel about the use of VAR in the Premier League since its introduction.

We understand that both FIFA and the International Football Association Board (IFAB) have recently been in discussions about expanding the remit of VAR, so it's an appropriate time to consult supporters on its use. The survey can be found here <https://thefsa.org.uk/news/var-survey-have-your-say/>

Please take a few minutes to complete and have your say

We hope you found this newsletter informative and of interest. If you have any feedback regarding the content of this newsletter, please email feedback@bias.org.uk (check link)

Thank you once again for your ongoing support, it is always very much appreciated.

The BIAS Executive Committee

Did you know that you can also find us on various social media platforms

[WhatsApp](#) BIAS – Brentford Independent Association of Supporters

[Threads](#) [Facebook](#) [Bluesky](#) [X/Twitter](#)

TOGETHER WE ARE STRONGER